Revenue earned by DD/AIR during World Cup

*527. SHRIAGNIRAJ : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total revenue earned by Doordarshan and AIR for telecasting/broadcasting the recently held Cricket World Cup matches in South Africa.

(b) what was the major share of revenue during these matches; and

(c) the steps being taken to increase the revenue of both Doordarshan and AIR?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD) : (a) and (b) Prasar Bharati has informed that the basic minimum guaranteed revenue for Doodarshan was Rs. 20.43 crores, which increased to Rs. 21.59 crores as India reached the finals. Prasar Bharati has further informed that the advertisement revenue booked by All India Radio for the World Cup 2003 is Rs. 6.98 crores.

They have also informed that there was no agreement on revenue sharing in respect of AIR whereas in respect of Doordarshan the revenue sharing for the World Cup 2003 is 80 :20 in favour of GCC, the rights holder, subject to the minimum guaranteed amount.

(c) Prasad Bharati has initiated a number of steps, within the mandate of Public Service Broadcaster, to increase its revenue generation. The strategy, *inter alia,* adopted by Prasar Bharati in this regard is :—

(i) to optimally utilize its infrastructure facilities.

(ii) to improve its mechanism and transmission quality;

(iii) to make sustained efforts to obtain funds from various Government Departments for making in-house programmes.

AIR has set-up Marketing Units in 5 major cities with a strategy to reach the clients directly forgetting business from them, in order to increase the revenue, some more Marketing Units are going to be established. A decision has also been taken by Prasar Bharati to market DD and AIR together in various packages.

Doordarshan has sei up marketing divisions in some major cities, a Creative Advisory Committee has been formed to advise DD on improv-

ing its look and feel, the Commercial Rate Card is being revised/restructured and steps have been taken to fully exploit the commercial potential of various programmes.

Diversion of Funds meant for AIDS and TB Programmes

*530. SHRISHAHID SIDDIQUI: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state :

(a) whether a large sum from the funds provided by G-8 countries for fighting AIDS and TB in India is proposed to be diverted towards purchase of a failed AIDS vaccine named Vexgen; and

(b) if so, the reasons therefor?

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRIMATI SUSHMA SWARAJ): (a) No Sir.

(b) Does not arise.

Reform linked Funds for Urban Infrastructure Development

*533. SHRI C. RAMACHANDRAIAH Will the Minister of URBAN DEVELOPMENT AND POVERTY ALLEVIATION be pleased to state .

(a) whether it is a fact that reform linked funds announced by Government to improve urban infrastructure have nftt taken off so far;

(b) if so, the details of the schemes;

(c) the reasons for their failure in implementation; and

(d) the steps proposed to be taken in this regard?

THE MINISTER OF URBAN DEVELOPMENT AND POVERTY ALLEVIATION (SHRI ANANTH KUMAR): (a) to (d) Finance Minister, in his Budget Speech of 2002-03, announced setting up of an Urban Reform Incentive Fund (URIF), with an initial allocation of Rs. 500 crores, which is proposed to be released as Additional Central Assistance (ACA) in Annual Plans of the States. Planning Commission worked out State-wise alloations on the basis of share of each State in the urban population and included the same as part of States' resources, while fixing the size of Annual Plan 2002-2003. The process of release is to be initiated by States individually, entering into a Memorandum of Agreement (MoA) with the Central Government. This position has been brought to the no-